

RESOLUTION 2016 - 26


ORIGINAL

**A RESOLUTION OF THE CITY OF SUNNYSIDE, WASHINGTON,
AUTHORIZING THE CITY SPONSORSHIP OF
THE 28th ANNUAL LIGHTED FARM IMPLEMENT PARADE**

WHEREAS, the City Council for the City of Sunnyside has determined that the 28th Annual Lighted Farm Implement Parade creates considerable benefits to the City, providing recreation for its citizens, economic benefit to local businesses and the local economy, and a celebration and tribute to Sunnyside's agricultural heritage; and

WHEREAS, the City is willing to sponsor the 28th Annual Lighted Farm Implement Parade, finding that the parade is a valid municipal purpose, strengthening the City's sense of community and celebrating its history; and

WHEREAS, the City is the recipient of Lodging Tax funds that will go towards the sponsorship of the Parade, and recognizes that pursuant to RCW 67.28.1816 and RCW 67.28.080(6), funding the marketing of or the operation of special events and festivals designed to attract tourists is a lawful use of Lodging Tax funds; and

WHEREAS, the City finds that it is necessary to adopt a Resolution outlining the City's roles in the event. NOW, THEREFORE,

**THE CITY COUNCIL OF THE CITY OF SUNNYSIDE, WASHINGTON, DO
RESOLVE AS FOLLOWS:**

SECTION 1. The City of Sunnyside, a Washington Municipal Corporation, shall sponsor the annual Lighted Farm Implement Parade to be held the first Saturday in December.

SECTION 2. That all public City expenditures in conjunction with the parade will be direct through City employees and/or purchasers, and if indirectly through private organizations, shall be by proper contracts for legitimate and measurable services rendered. The City shall be the main sponsor and shall cover all staff expenses and the majority of advertising, in addition to the City's duties described in Section 5 below. Area businesses shall be allowed to sponsor parade trophies, ice carving, event

calendars, joint advertising, music venues, and similar activities that benefit the Lighted Farm Implement Parade.


SECTION 3. The Parade route shall start at the Golob Landing business park. The Parade will travel East on Edison Avenue across Yakima Valley Highway and through downtown Sunnyside, ending at the Sunnyside Law and Justice Center. Such roads shall be closed before, during, and after the Parade, providing sufficient time for the safe set-up and clean-up of the Parade route.

SECTION 4. The City shall have the following duties in conjunction with the Parade:

- A. Design and create promotional materials and campaigns highlighting the 28th Annual Lighted Farm Implement Parade.
- B. Negotiate advertising with local and regional media.
- C. Create a web and social media presence to promote and advertise the Parade.
- D. Facilitate links with other websites to advertise event and encourage attendance.
- E. Develop Parade route and coordinate with City staff for the safe and efficient closure of roads.
- F. Develop Parade Entry Application and distribute, collect, and organize said applications.

SECTION 5. This Resolution shall take be in full force and effect upon its passage and signature below.


PASSED this 26th day of September, 2016.


JAMES RESTUCCI, MAYOR

ATTEST:


DEBORAH ESTRADA, CMC, CITY CLERK

APPROVED AS TO FORM:


KERR LAW GROUP
Attorneys for the City of Sunnyside